

*File Copy*  
8/31/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

## 1953

january							february							march							april						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30		

may							june							july							august						
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september							october							november							december						
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january							february							march							april						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 31, 1953</u>			
Monday August 31	PREVIEW OF REMODELED HOME FASHIONS FLOORS	LORD & TAYLOR	8TH & 9TH FLOORS
9:30 A.M.-	Press breakfast at opening of Lord & Taylor's newly remodeled Home Fashions		
11:30 A.M.	Floors. Special features: Debut of the "Scalamandre Silks" shop, the "Steuben Glass Room", "The Contemporary Room", and the new Edward Fields collection of "Area Rugs" in the redecorated Rug Department. By invitation only. Publicity: Elizabeth Ready, WI. 7-3300.		
Tuesday Sept. 1	FALL AND WINTER MILLINERY COLLECTION	G. HOWARD HODGE	1 WEST 39TH STREET SALON
4:30 P.M.	Showing of G. Howard Hodge's Fall and Winter millinery collection to press and trade. By invitation. Contact: G. Howard Hodge, LO. 4-0430.		
Wednesday Sept. 2	IMPORTS AT PRESS PREVIEW	RUSSEKS FIFTH AVENUE	8TH FLOOR
10:00 A.M. Breakfast	Russeks will present a press preview of Paris originals; also, Italian originals and copies. By invitation. Publicity: Florence Lord, WI.7-1900.		
Wednesday Sept. 2	"LET'S GO FORMAL" HOLIDAY COLLECTION	NELLY de GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
12:00 Noon Luncheon	Nelly de Grab will present her new Holiday collection to the press and trade. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday Sept. 3	PRESS PREVIEW: NEW CHEZ ROSETTE SALON	ROSETTE PENNINGTON	20 EAST 56TH STREET 1ST FLOOR
11:00 A.M.	Press preview of new Chez Rosette Salon on first floor. By invitation only. Contact: Mary Davies, PL. 9-3737.		
Thursday Sept. 3	PREVIEW: RESORT AND EVENING SHOE COLLECTION	SCHIAPARELLI SHOES	HOTEL PLAZA WHITE & GOLD SUITE
4:00 P.M.- 6:00 P.M.	Schiaparelli Shoes will present their first Resort and evening collection to the press. By invitation only. Publicity: Lynne Lawton, PL. 3-1543.		
Sept. 7	LABOR DAY (Monday).		
Monday Sept. 7- Sept. 8	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS	NEIMAN-MARCUS	DALLAS, TEXAS
	The Neiman-Marcus awards for distinguished service will be presented to five personalities in the fashion field; Marchesa Olga di Gresy of Italy, creator of knitted Mirsa sweaters and sweater coats; Charles James, American designer; Gilbert and Helene Oreel, the Paris milliners; and Ben Sommers of Capezio. Exposition open to public Tuesday evening. Net proceeds to Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Sept. 8	OPENING OF JUNIOR HOLIDAY COLLECTION Jerry Greenwald will present their Holiday collection for juniors, with continuous daily showings. Contact: Seymour Greenwald, LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Tuesday Sept. 8	HOLIDAY FASHIONS FOR JUNIORS Holiday Collection by Lee Evans of Winfield Juniors, in new casual and dressy fabrics. Contact: Alvin Cohen at Winfield, LO. 4-8610.	WINFIELD DRESS CO. INC.	1400 BROADWAY SHOWROOM - 24TH FLOOR
Beginning Tuesday Sept. 8 10:30 A.M.	OPENING OF IMPORT & HOLIDAY COLLECTIONS "Paris in New York"--showing of Mignon's collection of imports from Paris, together with their Holiday group of cocktail dresses. Daily at 10:30 A.M., 1:30 P.M. and 3:30 P.M. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 8- Sept. 9 10:30 A.M. & 2:30 P.M.	PREVIEW OF JUNIOR HOLIDAY COLLECTION Mr. Mort, Inc. will present their Holiday collection for juniors at 10:30 A.M. and 2:30 P.M. By invitation only. <u>Daily trade showings, beginning Monday, Sept. 14 at 10:30 A.M. and 2:30 P.M.</u> Contact: Mimi Fardel of The Miles, 58 W. 40th St., LO. 4-5150.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Tuesday Sept. 8 12:30 P.M. Luncheon	FALL COATS AND SUITS AT LUNCHEON SHOW Luncheon showing of Fall coats and suits by Schiaparelli and Harry Frechtel. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Frechtel Contact: Herman Rothman, PE. 6-1310. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL (205 W. 39TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS PREVIEWS

FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED.

Tuesday Sept. 8	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: BRIDGET DAVISSON	PL. 5-2600
Tuesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Friday Sept. 11	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: NADINE BERTIN	CI. 7-7200
Monday Sept. 14	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Also French Imports)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 15	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171
Wednesday Sept. 9 10:00 A.M.	PREVIEW OF NEW HOUSEWARES DEPT. Press preview of Gimbel's' new Housewares Department, designed by Raymond Loewy. <u>Public showing Monday, Sept. 14.</u> By invitation only. Publicity Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	8TH FLOOR	



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 9 10:30 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will invite the press to meet Howard Greer of California and to preview his Fall collection. By invitation only. Mr. Greer will also be at <u>customer showing Friday, Sept. 11 at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Wednesday Sept. 9 12:00 Noon Luncheon	LUNCHEON FOR DRUG AND CONSUMER PRESS Johnson & Johnson will give a press luncheon for drug trade press, consumer magazine and newspaper editors. By invitation only. Publicity: Mr. H. E. Christian at Young & Rubicam, MU. 9-5000, Ext. 324.	JOHNSON & JOHNSON	HOTEL PLAZA BAROQUE SUITE
Wednesday Sept. 9 1:00 P.M. Luncheon	FALL AND WINTER DESIGNER COLLECTION Russeks will show their Designer Collection of coats, suits, dresses and furs for Fall and Winter. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI.7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Sept. 10-11	ROSH HASHONAH -- FIRST TWO DAYS OF JEWISH NEW YEAR (Thursday and Friday).		
Thursday Sept. 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's French and Italian import collection of dresses and millinery. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Friday Sept. 11 10:00 A.M.	PRESS PREVIEW OF FALL FASHIONS Martin's will invite the press to a showing of the Fall collection of coats, suits and dresses. By invitation. <u>Customer showing, Tuesday, Sept. 15 at 2:30 P.M., 6th floor.</u> (Note Change of Date.) Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S	6TH FLOOR
Friday Sept. 11 12:30 P.M.	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Sept. 11	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Beginning Saturday Sept. 12- Sept. 17	PRESS WEEK IN MIAMI BEACH, FLORIDA "Miami Fashion Derby" will be the race track theme of the Miami Fashion Council's Cruise and Resort Wear showing for trade and press. Contact: Mr. Jay E. Kashuk, Executive Director, Miami Fashion Council, Chamber of Commerce Building, Miami 32, Florida.	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA
Sept. 14	HENRY BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 2).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 14 11:30 A.M.	FONTANA FASHIONS AT ANNIVERSARY SHOW Arnold Constable will celebrate their 128th Anniversary with a showing of Fontana-designed fashions imported from Italy. This will be in conjunction with the film, "Three Girls From Rome." For press and customers, by invitation. Buffet for press after the show. Fontana Publ.: Rosemary Sheehan, CI. 7-8060. Arnold Constable Publ.: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Monday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Zita's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Monday Sept. 14 4:30 P.M. Cocktails	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom-order and ready-to-wear collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers, Tuesday, Sept. 15 at 2:30 P.M.</u> Publicity: Austin Wilder, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Week Of Sept. 14	RESORT & EARLY SPRING SHOE COLLECTION Members include: Newton Elkin, Jerro Brothers, Julianelli, La Valle, John Marino, Palter DeLiso, Zuckerman & Fox, M. Wolf. By appointment only. Contact: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Tuesday Sept. 15 9:30 A.M. Breakfast	PREVIEW OF 1954 SWIMSUIT COLLECTION Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 15 10:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS FOR TALL GIRLS Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. By invitation only. Publicity: Helen Horchler at Frank Best & Co., CI. 7-6760.	TALL WEAR BY SYLVIA (13 EAST 47TH ST.)	HOTEL ROOSEVELT
Sept. 15	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Wednesday Sept. 16 9:00 A.M. Coffee	FALL FASHION PREVIEW FOR PRESS Bloomingdale's will preview their Green Room collection of Fall ready-to-wear, including coats, suits and dresses. By invitation only. Contact: Margaret de Mille, EL. 5-6400, Ext. 695.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday Sept. 16 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION Press preview of Bernard Newman's Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS BY LEONARD ARKIN Luncheon showing of Fall dresses, suits and ensembles by Leonard Arkin, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arkin Contact: Betty Yarmon, WI. 7-5324. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 16 3:00 P.M.- 5:00 P.M. Cocktails	PREVIEW: 1953 NATIONAL HOME FURNISHINGS SHOW "Interiors-International" will be the theme of the third floor exhibit by the N.Y. Chapter of the American Institute of Decorators at the Fifth Annual Home Furnishings Show. Another special feature will be a live demonstration by members of the U.S. Potters' Association. Other exhibits include furniture, fabrics, glassware, carpeting, decorative accessories. Benefit showing (\$5.00) for Sister Kenny Foundation, Sept. 16, from 8:00 P.M. to Midnight. Director of Show: S. Robert Elton. Open daily, Thurs., Sept. 17-Sept. 27, from 11:00 A.M. to 11:00 P.M. Admission: \$1.50. Publicity: Nan Morrison or Gladys Bennett, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Wednesday Sept. 16 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF SWIMSUITS IN "SIGNATURE PRINTS" Special showing of Catalina's "Signature Prints" swimsuits for 1954, in fabrics designed by leading designers. Show at 5:00 P.M. For press only, by invitation. Publicity: Virginia Dickson at Catalina, LA. 4-2380.	CATALINA, INC.	ASSOC. AMER. ARTISTS GALLERIES-711 FIFTH
Thursday Sept. 17 9:00 A.M. Breakfast	PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW Fall presentation of import collections. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday Sept. 18 10:00 A.M. Breakfast	PRESS PREVIEW: BRANELL RESORT COLLECTION Blumenstein, Ross & Lentz will present the Branell Resort collection and early Spring suits. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM-27TH FLOOR
Friday Sept. 18 11:30 A.M. Aperitif	PREVIEW OF HOLIDAY AND RESORT COLLECTION Rudolf will present cocktail and formal fashions for Holiday and Resort. By invitation only. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Sept. 19	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday).		
Monday Sept. 21 10:00 A.M. Breakfast	PREVIEW OF FASHIONS BY SYBIL CONNOLLY Lord & Taylor will invite the press to meet Sybil Connolly of Ireland, and to see her Fall collection in the new Young New Yorker Shop. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	6TH FLOOR
Monday Sept. 21 1:00 P.M. Luncheon	LUNCHEON SHOWING: IMPORTS AND COPIES Gimbels will present a fashion show of their French and Italian imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Gimbels Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 21 4:00 P.M.	PREVIEW OF HOLIDAY & RESORT COLLECTION Harmay will present their Cruise, Resort and Holiday collection to the press. <u>Trade opening beginning Tuesday, Sept. 22, at 4:00 P.M.</u> By invitation only. Publicity: Pauline Greene, MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Sept. 22 9:30 A.M. Breakfast	PREVIEW: FALL FASHIONS FOR TALL GIRLS Breakfast preview for the press of Fall and Winter coats, suits, dresses and separates from the Tall Fashion Shop. By invitation only. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	TALL FASHION SHOP	667 MADISON AVENUE SALON - 2ND FLOOR
Tuesday Sept. 22 10:30 A.M.	PRESS SHOWING: RESORT & ADVANCE SPRING LINE Preview for the press of the Benham Originals Resort and Advance Spring collection. By invitation. <u>Trade opening, Thurs., Sept. 24, at 2:30 P.M. daily.</u> Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 22 10:30 A.M.	OPENING OF BOUTIQUE COLLECTION Jane Derby will show her Boutique collection at 10:30 A.M. on Sept. 22, 23 and 25. By invitation. Contact: Estelle Marr, PL. 5-1830.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Sept. 22 12:30 P.M. Luncheon	FATH-HALPERT FASHIONS AT LUNCHEON SHOW Gunther Jaeckel will present the Jacques Fath Winter collection, designed for Joseph Halpert, with a preview of original creations of Jacques Fath's Paris collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Beginning Tuesday Sept. 22 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Opening of Henry Rosenfeld's Resort and Spring collection at 2:30 P.M. and daily thereafter. Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 22 4:00 P.M. Cocktails	PREVIEW OF 1954 SWIMSUIT COLLECTION Preview of Roxanne Swimsuits for 1954. By invitation only. Publicity: Marion Cherry at Diamond-Barnett, 6 E. 45th St., MU. 2-7025.	ROXANNE SWIMSUIT CO.	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Sept. 23	FIRST DAY OF AUTUMN (Wednesday).		
Wednesday Sept. 23 10:00 A.M.	PREVIEW: FASHIONS BY IRENE OF HOLLYWOOD Gunther Jaeckel's press preview of Fall fashions by Irene of Hollywood. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET SALON - 3RD FLOOR
Wednesday Sept. 23- Sept. 24 11:00 A.M.	PRESS PREVIEW OF SEA NYMPH SWIMSUITS Jordan Manufacturing Corp. will present their Sea Nymph Glamour Swimsuits for 1954 <u>at 11:00 A.M. on Wednesday, Sept. 23 and Thursday, Sept. 24.</u> By invitation only. Contact: Helen Rothman, Jack Shor Public Relations, WI. 7-6700.	JORDAN MFG. CORP.	1410 BROADWAY SHOWROOM - 17TH FL.



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Wednesday Sept. 23 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW Showing of Seymour Fox coats and suits for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 23 12:30 P.M. Luncheon	COATS AND SUITS BY HARRY FRECHTEL The Hotel Pierre will open their Fall season of regular Wednesday luncheon fashion shows, with a presentation of Fall coats and suits by Harry Frechtel. Press by invitation. Public by reservation; contact: TE.8-8000. Harry Frechtel Contact: Herman Rothman, PE. 6-1310. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 23 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Cole of California will present their 1954 Swimsuit collection. By invitation only. Contact: Margot Mallory, Cole of California, 2165 Fruitland Ave., Los Angeles, Calif.	COLE OF CALIFORNIA	PLACE TO BE ANNOUNCED
Thursday Sept. 24 12:15 P.M. Luncheon	HOME FASHIONS LUNCHEON MEETING Speakers: Helen Valentine, editor of "Charm"; and Mary Hamman, editor of Life's "Modern Living". Price: \$4.25 for members; \$4.75 for guests. Contact: Josephine M. Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH ST.)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Thursday Sept. 24 1:00 P.M. Luncheon	FALL FASHIONS BY JUNIOR LEAGUE FROCKS Luncheon presentation of Fall fashions by Junior League Frocks, available at De Pinna. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 24 3:30 P.M. Cocktails	PRESS PREVIEW OF 1954 SWIMSUITS "Seamolds" by Flexees 1954 swimsuit collection. <u>Showing at 4:00 P.M.</u> ( <u>Note Change of Date</u> ). By invitation. Publ.: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday Sept. 24 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF JEWELRY Joseff (Hollywood)--Jewellers To The Stars--will present a special showing to the press. By invitation only. Publicity: Brenon & Morgan, 270 Park Ave., PL. 9-1257.	JOSEFF JEWELLERS (HOLLYWOOD)	RIVER CLUB 447 E. 52ND STREET
Friday Sept. 25 1:00 P.M.- 3:00 P.M. Luncheon	PREVIEW OF CRUISE & RESORT SWIMSUITS Showing of Surf Togs 1954 Cruise and Resort lines at the Mamaroneck Cabana, Beach and Yacht Club. (In case of rain, the event will be held the following day.) By invitation only. Contact: Seymour Kawaller, PE. 6-7671.	SURF TOGS (1370 BROADWAY)	MAMARONECK YACHT CLUB MAMARONECK, N.Y.
Monday Sept. 28 11:00 A.M. Aperitif	PREVIEW OF CUSTOM FUR COLLECTION Press preview of Joseph Bernham's retail collection of custom furs. By invitation only. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	JOSEPH BERNHAM	16 EAST 52ND STREET SALON



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 29 9:30 A.M. Breakfast	PREVIEW OF RESORT & HOLIDAY COLLECTION Preview of Resort and Holiday collection, designed by Alan Phillips for Lentz Diminutives. <u>Showing at 10:00 A.M.</u> By invitation only. <u>Daily trade showings, beginning Tuesday, October 6 at 4:00 P.M.</u> Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	LENTZ DIMINUTIVES (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Sept. 29 11:00 A.M.	PRESS PREVIEW OF FALL AND WINTER FURS Revillon Freres will present a preview of their Fall and Winter fur collection to the press. By invitation only. Contact: Jeanne de Pene at Revillon, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Tuesday Sept. 29 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Arnold Constable's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 29 2:30 P.M.	PRESS SHOWING: RESORT & HOLIDAY COLLECTION Sylvan Rich will present a press showing of Martini Designed & Diminutives for Resort and Holiday. <u>Trade showings beginning Wed., Sept. 30 at 10:30 A.M. daily.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday Sept. 29 9:00 P.M.	SECOND WINTER & HOLIDAY MILLINERY FASHION SHOW Second Winter and Holiday millinery fashion show. By invitation only, for buyers, merchandise managers and store owners. Contact: LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
Wednesday Sept. 30 10:30 A.M.	PRESS PREVIEW: RESORT & EARLY SPRING COLLECTION Grabois will present their Resort and early Spring collection, designed by Zelma Golden. By invitation only. Publ.: Gladys Steiner at Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Wednesday Sept. 30 11:00 A.M.	PRESS PREVIEW OF WOMEN'S FASHIONS Press showing of Bergdorf Goodman's Fall fashions for women. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday Sept. 30 12:30 P.M. Luncheon	HANDKNIT FASHIONS AT LUNCHEON SHOW Luncheon showing of Mimi Pearce's handknit fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE.7-8110. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 30 4:00 P.M. Cocktails	PREVIEW: RESORT AND ADVANCE SPRING COLLECTION Hannah Troy will present a press preview of her Resort and early Spring collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 1 1:00 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions by Elfreda Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday October 1 4:30 P.M. Cocktails	PREVIEW: "EYEWEAR FOR MODERN LIVING" Fashion and Function of "Eyewear For Modern Living" by Bausch & Lomb Optical Co. at press preview. By invitation only. Publicity: Helen Shapiro, Harshe-Rotman, Inc., 40 E. 49th St., PL. 9-2690.	BAUSCH & LOMB OPTICAL CO.	JOHNNY VICTOR THEATRE 40 W. 49TH STREET

Beginning Monday October 5	RESORT-SPRING LINES BY SPORTSWEAR GUILD The Sportswear Guild's Resort-Spring lines. Members include: ADLER & ADLER, INC. DAVIDOW	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE-WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
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Tuesday October 6 9:30 A.M. Breakfast	PRESS PREVIEW: LUREX METALLIC YARNS Showing of Lurex Metallic Yarns in fashion and decoration--at 9:45 A.M. for the fashion and home furnishings press, radio, TV, and retail repre- sentatives; <u>cocktails 4:00 P.M.-7:00 P.M., with showing at 4:30 P.M. for</u> <u>Dobeckmun's Lurex customers and manufacturers.</u> Displays by Tom Lee, Ltd. Contacts: For fashion information - Julia Morse; For home furnishings information - Jane Scriven; both at Anderson & Cairns, Inc., 488 Madison Ave., MU. 8-5800; or Lynn Given, The Dobeckmun Company, PL. 7-7240.	THE DOBECKMUN CO. (250 WEST 57TH ST.)	HOTEL AMBASSADOR TRIANON ROOM
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Wednesday October 7 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD Eleventh Annual American Fashion Critics' Award, sponsored by Coty, Inc. with a fashion show following the presentation of awards. Attendance strictly by invitation. Publ.: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
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Thursday October 8 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING The Fashion Group will have its Home Furnishings Luncheon Meeting. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
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Beginning Monday Nov. 2	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. HARVEY BERIN, LTD. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. PARNIS-LIVINGSTON, INC.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC. SAMUEL WINSTON, INC.
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MOVIES...MUSIC...THEATRE...BALLET

- Monday  
August 31-  
October 3 RE-OPENING: "OKLAHOMA!" N.Y. CITY CENTER, 131 WEST 55TH STREET  
Rodgers and Hammerstein's "Oklahoma!" with Florence Henderson, Ridge Bond,  
Barbara Cook. Director: Jerome Whyte. Costumes: Miles White. Prices:  
\$1.20-\$3.00. Publicity: Michael Mok, MU. 7-5927.
- Monday  
Sept. 7 OPENING: "ANNA RUSSELL AND HER LITTLE SHOW" VANDERBILT THEA., 148 W. 48TH  
Eastman Boomer and Arthur Klein will present Anna Russell and her revue  
with Paul Duke, Arthur Barnett, Joseph Scandur, Jean Leon Destine and his  
Haitian dance troupe, and duo-pianists, Ashlock and Harris. Director:  
Arthur Klein. Lighting: Ralph Alswang. Gowns: Margaret Pennington.  
Publicity: Joe Heidt, MU. 3-0760.
- Tuesday  
Sept. 8 OPENING: "CARNIVAL IN FLANDERS" CENTURY THEATRE, 59TH ST. & 7TH AVE.  
Paula Stone and Mike Sloane, Burke and Van Heusen will present Dolores  
Gray and John Raitt with Roy Roberts in a new musical comedy. Director:  
Preston Sturgis. Lyrics and Music: Johnny Burke and James Van Heusen.  
Scenery: Oliver Smith. Costumes: Lucinda Ballard. Ballet: Helen Tamiris.  
Publicity: Karl Bernstein, CI. 6-0427.
- Beginning  
Thursday  
Sept. 10-  
Sept. 20 OPENING: "ICE CAPADES OF 1954" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.  
John H. Harris' annual "Ice Capades" with a cast of 187; featuring a  
capsule production of Walt Disney's "Snow White and the Seven Dwarfs".  
Tickets: \$1.50-\$5.00. Publicity: Lillian Jenkins, CO. 5-6800.
- Beginning  
Sunday  
Sept. 13 OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.  
S. Hurok will present the Sadler's Wells Ballet for four weeks only,  
featuring: Margot Fonteyn, Violette Elvin, Rowena Jackson, Beryl Grey,  
Nadia Nerina, Michael Somes. Sunday, Sept. 13: Swan Lake. Tuesday,  
Sept. 15: Swan Lake. Wednesday, Sept. 16: The Sleeping Beauty. Thursday,  
Sept. 17: The Sleeping Beauty. Friday, Sept. 18: The Shadow (Premiere),  
Homage (Premiere), Les Patineurs. Saturday, Sept. 19, Mat. & Eve.:  
Swan Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: \$1.20-\$6.00.  
Contact: Michael Sweeley, Hurok Attractions, 711 Fifth Ave., PL. 9-6000.
- Thursday  
Sept. 17 OPENING: "A PIN TO SEE THE PEEP SHOW" PLAYHOUSE THEA., 137 W. 48TH ST.  
Nancy Davids will present Joan Miller in a British murder drama by E.M.  
Harwood and F.T. Jesse. Director: Peter Cotes. Costumes: Ruth Morley.  
Scenery: Ariel Ballif. Publicity: Richard Maney, CI. 7-4646.
- Tuesday  
Sept. 22 OPENING: "AT HOME WITH ETHEL WATERS" 48TH STREET THEA., 158 W. 48TH ST.  
Herman Levin, in association with Richard Barr and Charles Bowden, will  
present a one-woman show starring Ethel Waters with her accompanist  
Reginald Beane. Director: Richard Barr. Publ.: Richard Maney, CI. 7-4646.
- Thursday  
Sept. 24 OPENING: "TAKE A GIANT STEP" LYCEUM THEATRE, 149 W. 45TH ST.  
Lyn Austin and Thomas Noyes will present Louis Peterson's story of a Negro  
adolescent boy and his first struggle to face himself. Featuring: Maxine  
Sullivan, Fred O'Neal, Jane White. Director: John Stix. Sets: Eldon  
Elder. Costumes: Ruth Morley. Publicity: Barry Hyams, WI. 7-9218.
- Tuesday  
Sept. 29 OPENING: "THE STRONG ARE LONELY" BROADHURST THEATRE, 235 W. 44TH ST.  
Walter P. Chrysler, Jr. will present Eva LeGallienne's adaptation of Fritz  
Hockwalder's play about a Jesuit colony in early 18th Century Paraguay.  
Starring: Dennis King and Victor Francen. Director: Margaret Webster.  
Costumes: Rolf Gerard. Publicity: Bill Doll, MU. 2-6129.